# Happy New Year

# Moonbeams

BY COLONEL LITTLE
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## Your New Year's Resolutions are ripe in the Valley of the Moon

And naturally, you-all have our sincere wishes for the most prosperous year of your life, come 1956. You'll undoubtedly use care over the holiday weekend, and still be with us in 1956. Our own plans include two or three visits to the establishments of our good friends, the balance of the evening in front of the TV set, a guinea hen dinner Sunday. And only a sandwich Monday during the recess between the Rose Parade and the Michigan State win in the Rose Bowl game in the afternoon.

**BANCROFT'S NURSERY, So. Broadway, Sonoma. New Year's parties need fresh floral decorations. We've got 'em.**

Must tell you: Every dine-and-dance, night club, day club, eating or drinking place in the Valley will be all set for big doings Saturday night, with music, favors, noisemakers, etc., anywhere you look. Several of the more famous spots will go all-out, but the biggest charge we've heard of is $7.50 per person per night. Have a good time.

**BIG PARTY New Year's Eve, Saturday night. Splendid dinner with favors galore. No cover charge. Music by the Three Aces. It's our big event of the year, with a large and congenial crowd on hand. Favors. ROZARIO'S PALMS INN, Verano.**

if there were no dam. Yet the reservoir, as of yesterday, was not yet half full.

Money spent on dams is a prime investment for California.

**Real estate headquarters — sales or rentals — WOODS-FRANQUELIN CO., Boyes Springs Branch. Fast service. Personal attention. BROADWAY CAFE, Sonoma. It's a friendly place, and of course, right now, everything is holidayish. Make us prove it.**

Wish to thank all our wonderful friends for all the lovely Christmas and New Year's cards sent to us. Seemed as though the senders had all visited us for a brief stop.

**RICHFIELD SERVICE in Boyes, Plaza corner. BUD DELANEY will serve you with the finest gas, oil, lubricants, tires, batteries. LITTLE SWITZERLAND, El Verano. Old-world atmosphere. Dancing Saturday nights, Sunday afternoons. Well worth visiting.**

We learn of a gentleman from New Orleans, who says he gave up drinking and smoking for seven months and thereby saved up enough money to pay for his resulting nervous breakdown.

**GALLO BROS., Boyes. Franchised DeSoto and Plymouth dealers. Repair department. Towing service. Call WE 8-5415. Italian Cuisine for the discriminating. American dishes too. SONOMA GROVE, Highway 12, south of Boyes. Cocktail bar.**

And here's another idea—which may or may not ever be adopted. (We think it might be, some day.) Of course you may know by now that we're totally against the cross-filing system used in California primaries. It's about as silly as anything we've ever run up against. But there's another California election procedure just as silly. It's the registration system.

Here everyone must declare his party affiliation when registering. If he doesn't or if he "declines to state" or wants to register as an independent, he gets no ballot to vote in the primaries.

Now, exactly whose business is it what party one belongs to? Why should a man be required to declare it?

All right: In one state we know (and it's spreading to others), a voter just "registers." He declares no party. He votes in the primary. He's handed a ballot, perforated in the middle, the candidates on both major party slates listed on either side. The voter marks one side of the ballot, whatever his choice, deposits the marked ballot in one box, the blank portion in another. Nobody knows which party ticket he voted. It's nobody's business.

And there would be a large saving too. Now every county prints a "great register," listing every voter and his party affiliation. Still it's nobody's business. All the register is good for is to furnish a most wonderful mailing list for any firm or business which buys such a book. It's up to date too—a godsend for the wily promoter and the

self-appointed do-gooder. Only one "teacher's pet" newspaper in any one county gets a chance to print the big book.

Sure, there may be a few defects that could be dug up against such a procedure, but it's already working wonderfully well, and eventually we may see it in effect nation-wide.

**POWDER BOX BEAUTY SHOP, Arnold drive at Ellis'. Same fine equapment and beauty service you've learned to expect.**

**THE BEST FOOD and drinks you can find in the Valley. Bring your guests here. Try our steaks. MENDEL'S CAFE, Boyes.**

**FOR — REDWOOD HANGING BASKET or PATIO PLANTER Mail $1.55 to P. O. BOX 398, EL VERANO, CALIF.**

GAUDY MAIL: Red, white and blue paint for all street letter boxes—that's promised now by the postoffice. About 35 per cent of the 100,000 will have gotten the new hues this year, the rest in '56. Mail storage boxes—often confused with mail boxes—will remain olive green.

**DONOVAN'S IRISH INN, opp. Bath House. Kinda slowin' down on lunches for the winter, but still with you with wine and beer.**

**LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.**

**RUSTIC INN, Glen Ellen, with authentic and historic western air, should be on your list. GUNNER & RUTH in charge.**

## CONTINUATION OF DISCUSSION ON 'USING OUR SCHOOL PLANTS TO CAPACITY—ALL YEAR'

(More on findings of a Redwood Empire association committee into this important question, furnished us by Lois McVeigh, secretary-manager of the Sonoma Valley chamber of commerce.)

Attendance during the experiment did not vary more than 1 per cent higher or lower than under the nine-month plan. No significant differences were noted in pupil achievement, and the superintendent states "no evidence was found that the four-quarter plan was detrimental to pupil progress in school." His summation of the advantages and disadvantages of the four-quarter plan in Aliquippa follows:

ADVANTAGES

1. Building and equipment do not stand idle part of the year.
2. Fewer buildings are needed, thus reducing debt service and insurance costs.
3. Fewer textbooks are needed at any one time.
4. A better chance to make up work lost by extended absence.
5. The work of the pupil is evaluated more often than under the nine-month plan.

looked things over. "When did you put water in the battery?" "Never," said we. "Why not?" " 'Cause we don't know anything about batteries. Always had a magneto. Do you have to do something with them?" So we learned the hard way. New battery.

**CHRYSTAL'S SMART SHOP, Plaza Center Bldg., Boyes Springs**
**Smart Apparel for Women Hosiery Lingerie Separates**
**BOYES SPRINGS FOOD CENTER. A one-stop market, where everything you'll want for the holiday feasts is assembled. Take-out License.**

And it certainly does pay to advertise! Subtly we hinted, some weeks ago, that we'd never had enough anchovies, maraschino cherries, or mushrooms. A wonderful present we got was a big bottle of the cherries, which we're going to gobble up 'most anytime now. The anchovies and mushrooms will have to wait, but we still would like to get hold of some of the morrell variety, like sponges, which top these button kinds a million miles.

**LARSON'S LIQUOR & SPORTING GOODS**
**Headquarters for New Year's Beverages—Have a good time!**
**FIRESIDE LODGE, just west of Sonoma, Hiway 12. Barbecuing is our long suit—steaks, chops, ribs, chicken. Splendid cocktail bar.**

We fared well otherwise, too. There were two wonderful turkey dinners, three shirts, a shoestring tie, other ties, socks, slippers, a new hat, bottle of burgundy, cigars, and whatnot. Probably our very finest Christmas. Hope you did as well—or better.

**BUD THOMPSON, your barber extraordinary, at the Plaza next to Mendels's, Boyes. Hair styling a specialty. Haircuts supreme!**
**FIELDS UNION SERVICE, Main Corner, Boyes. Union Oil products. Experienced mechanic on duty. Guaranteed service.**

When we get our first million, we have a civic project we've wanted to complete for years. That is, supply our home town community with a public drinking fountain. It's too much to expect our tourists and townspeople to have to go to a gas station or a bar for a free drink of water. Or for that matter, for restroom facilities. We'll combine the two. Just as soon as!

**B & L LAUNDROMAT, Fetters. Trouble with drying your wash nowadays? Wash and dry right here, a little time, small cost.**
**New dance floor. Special New Year's party you'll not want to miss. Special menu, too. PAUL'S OLD RANCHERO, Verano.**

We have the solution, too, for the annual snafu on car licenses. The only real reason for car licenses anyway is for purposes of identification. So! Let the license plate be of almost indestructible material, sell it with the car for a satisfactory sum, and let it remain with that particular car as long as it's on the road. That should bring in sufficient money to take care of a lot of road building and maintenance, the annual loss of time and money by the owner in getting his

plates, and the high cost of servicing our present system would be eliminated, and everybody will be much happier. And all the purposes of an annual license rush will be accomplished with no rush at all. All cars will be properly identified, even more so than now. It's so simple it probably will never be adopted.

**MAC DONALD'S JEWELRY, Sonoma. An exceptional store, with large stocks of name brands, plus friendly, experienced service.**

**SOL D. BECKER SELLS REAL ESTATE—**
**Every Once in Awhile**

Better get that tree out of the house along about January 2. You've had the pleasure, now escape the danger.

**VERN'S THRIFTY DRESS SHOP, Boyes Theater Bldg. Ladies' high class clothes at prices you won't believe. Nothing like it!**

**EL VERANO LUMBER & HARDWARE. Pittsburgh Paints. Complete stocks of Building Materials and Hardware. Ph. WE 8-2289.**

A Christmas card said to have been mailed by the Internal Revenue Service information heads contained a "simplified tax return." It read: 1. How much did you make? 2. How much did you spend? 3. Waddy got left? 4. Mail it in!

**BUD'S GARAGE, Calle del Monte, opp. Food Center, Boyes. Your best bet for car repair work of all kinds. Work guaranteed.**

**GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.**

**CURE FOR FLOODS? DAMS!**

The time will come when California will have adequate dams to control flood waters on all its major rivers. Not only will floods thus be prevented, but water will be conserved for use in the dry season. And hydroelectric power will be developed for northern California's burgoning population and industry. This comment is from the San Francisco News.

The object lesson is before us in the disastrous floods now sweeping northern counties. In contrast to devastation occurring on uncontrolled rivers is the escape from flood conditions in many of the Sacramento valleys tributary to controlled rivers.

The great Shasta and Keswick dams on the upper Sacramento and the newly completed Folsom dam have held back the flood waters. This in spite of the fact that the present storm already has topped the total recorded in the disastrous storm of 1950 when millions of dollars damage was done in the same area.

The Folsom dam cost $64 million. In flood prevention alone it will not take many years to recover its cost. But at the same time it will produce many more millions of dollars worth of electric energy.

Water is flowing into Folsom reservoir at the rate of 250,000 cubic feet a second. This is the flow that would be overflowing lower levels

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Resolutions? One or two, maybe, but they're not to take effect until January 3. One is to lose about 20 pounds, and we know how to do it (but will we?). Another is to produce a better and better Moonbeams next year. You know this issue is No. 27 and we've only been going a full six months? But the next six months will only have 25 Fridays in them, so we'll all come out even next July 1.

**RUGGLES VARIETY STORE, Sonoma. Friday and Saturday, Pre-Inventory Sale, with prices sharply cut. Real Bargains.**

**MIKE & ROSE'S BOYES SPRINGS MARKET. Specials all over the store this weekend. And—a Happy New Year to you.**

In order to get out this "better" paper, we'd like to have a little assistance from you, the reader. You know lots of clever little things, maybe some clippings you've saved, or stories you've heard (they must be clean ones, tho), or tips on interesting persons or professions we might dig into. Why not let us in on some of these?

**VALLEY WATCH REPAIR, Boyes. Our sincere wishes for a Happy New Year—all year, we mean. Please drive carefully.**

**It's been a great year, and we thank you for helping make it so. See you soon. SONOMA FURNITURE MART, South Broadway.**

You know, we might have gone to Yuba City instead of coming back to Boyes. Fellow down in Chatsworth told us there was a splendid opportunity for a weekly paper in Yuba City, also in Live Oak, not too far away . But we rather inclined toward Boyes Hot Springs, the metropolis of the Valley of the Moon.

**WON'T YOU JOIN with us for New Year's festivities, and often throughout 1956? SONOMA GOLF & COUNTRY CLUB.**

**VALLEY DRUG STORE, Boyes. Prescription headquarters for the whole Valley. May you have a prosperous New Year.**

And on that last line, let's cogitate a little. Even now, we're the biggest place in the Valley between Santa Rosa and Napa. Let's get as big or bigger than they are. It can be done.

First requirement is that we get organized, and that of course means incorporation as a sixth class city. There is not one sound argument against such a move. We'll debate that with anybody, and prove it. Once organized, there's no reason why we can't become the most progressive, best organized, greatest "go ahead" community in Sonoma county. All it would take is some foresight, some progressive-minded citizens to take the lead, and we're on our way.

It's time we started thinking "big" rather than being content to remain a once-resort town, a sleepy little village, with no civic consciousness or desire to go ahead. We youngsters of 67 or so want to go ahead, and we think just about all those younger than we feel the same. Let's get on the ball and go places! Let's get a good start on this during 1956!

**BOB'S CIGAR STORE, Sonoma, thanks you for your splendid patronage. Hope to see you often in 1956. (A Real Cigar Store!)**

**BOYES VARIETY STORE (The Thompsons) with friendly greetings for the whole of the New Year. A Happy Holiday!**

Whatever became of Mocha and Java? Used to be the ultimate in good coffee. Now we never seem to hear of it. And Salada tea? Or "Breakfast at Sardi's?" Where do you buy cordwood, or even coal (by the ton, that is)? So many good things seem to have dropped by the wayside, and not always has a satisfactory replacement been provided.

**OUR RESORT, El Verano, will be pleased to welcome you on New Year's Eve and all through the coming year. Melina and Harvey.**

**ITALIAN DINNERS at their highest perfection. EL DORADO HOTEL, Sonoma. JOHNNIE MERLO. A Happy New Year!**

The poor newspapermen! Sure, they have it SO easy. But what happens when there's a holiday? Do they get a day off? Heck, no. Front and back office men are on call 24 hours a day. Last Monday, the extra-legal holiday, they had to work, and in the week ahead it means working Saturday or Sunday, if the editor and/or linotype operator is to be able to see the Rose parade and the Rose Bowl football game. The same goes for almost every holiday, no matter what day of the week. So, think twice, little high school student, before you decide on your chosen profession. Newspapermen live rather casual lives, not much money, a lot of hard work—and withal the most satisfying profession you'll ever find.

**DENNY'S COG CLUB, Boyes, extends a hearty Happy New Year to you all. Come on in and celebrate New Year's Eve.**

**VALLEY OF THE MOON CIGARS—Handmade right here in the Valley. Finest quality. At most dealer's.**

The Elbow Benders, not so active all year, always get on the ball at Christmastime, and on other special occasions. This year came their annual Christmas party for the kids, at Boyes theater, with a fine movie program and treats for all who attended—nearly 200 of them this year.

**FINEST FOOD and COFFEE anywhere—THE DRIVE-IN, formerly Merry's, Boyes Springs. 24-hour service. Ask anybody!**

**GEORGE, the meat maestro at BOYES SPRINGS FOOD CENTER, delights in cutting fine quality meats to your exact order. Poultry.**

Ever think of your car battery? Nowadays they last indefinitely, for years, sometimes. But it wasn't always that way.

Will never forget our first battery. Had owned a Model T Ford, which ran on a magneto. (What do you know about a magneto?) Then we got an Overland touring car. Almost new. Ran it for about six months, then one day it stopped. Towed in to a garage, the man

6. In pupil progress in health and achievement, the advantage appears to be with the four-quarter plan.

7. Considerable economy in the school budget has been established.

DISADVANTAGES

1. Difficulty to carry on maintenance work, repairs, painting, cleaning, etc.

2. Frequent change of teachers on account of vacations, leaves, etc.

1. Not possible to keep four groups in same grade intact in the smaller schools.

4. Too much pupil time is wasted at the end of each quarter and the beginning of the next one.

5. Many pupils and teachers are forced to take their vacations at an undesirable time of year.

6. Administrative and supervisory work is greatly increased.

7. Difficulty to properly adjust pupils transferring from outside the district and for pupils to transfer to a nine-months school in another district.

The Aliquippa four-quarter plan was in operation for 10 years, and it was abandoned when the building situation was relieved by a decided drop in enrollment in the elementary and high schools.

Although one other city, Almridge, Pa., has used the plan for a number of years and is still using it, there are no cities of over 30,000 population currently operating on the four-quarter plan. It is interesting to note, however, that the plan has been proposed in San Mateo county, South San Francisco and Redwood City in recent years. In the case of Redwood City, Dr. John Almack, formerly of Stanford, made a study at Sequoia high school and pointed out the educational, social and financial benefits. He concluded, however, that teachers are "in a rut," and that they are not interested in saving the taxpayer a few million dollars.

(Conclusion of this study, next week's issue.)

**SAM FRISCIA, Wholesale-Retail SEAFOOD. Craig Ave., off Arnold Drive. Cooked Crabs (we crack and clean), prawns, filets, abalone.**

**GERTRUDE DETERS, Box 396, El Verano. Representative for National Monument Co., also finest calendars, matches, printing.**

**Conventions, banquets, dinners—all have a perfect setting at SONOMA MISSION INN, Boyes. Friendly, sumptuous, perfect!**

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